

3-Step Event Planning Template

Checklist to Success



One of the most important things a highway safety professional communicator can do is to effectively plan events that lets the public know of your campaigns and messages via the media.

We have provided a checklist to help guide you in planning events that will get your message most successfully out to the public.

*Plan, plan and enjoy –
knowing you're saving lives!*

STEP 1: PRE-EVENT TASKS

PLANNING MEETINGS/DEADLINES

- ▶ Determine site/event venue
- ▶ Submit job requests for graphic/production needs
- ▶ Set up a meeting with media contact/service advisor/campaign manager as need to coordinate roles/responsibilities

MEDIA PLAN

- ▶ Updated contacts for Media List(s) – daybooks; national; local press
- ▶ Make the media aware of your event days before the actual event so they can plan to attend
- ▶ Arrange for a photographer to be on site the day of the event and submit a job request for Communication Services to make arrangement for photography including shot list needed
- ▶ Notify the Hotline COTR of the upcoming event and provide general info to them for the hotline to answers event related questions

EARNED MEDIA MATERIALS

- ▶ Media advisory to be drafted
- ▶ Press release to be drafted
- ▶ Press kits to be assembled (press kits are folders that should relevant materials to the press conference for reporters/audience)
- ▶ Coordinate with web team and Communication services for posting details of documents

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STEP 1: PRE-EVENT TASKS (continued)

PRESS KIT MATERIALS & EXAMPLES OF MATERIALS

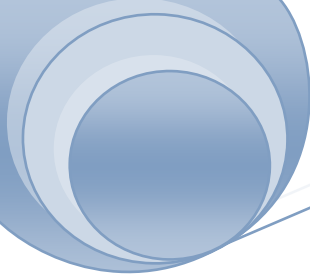
- ▶ Folders
- ▶ Stickers for front of folders
- ▶ Bios of all speakers
- ▶ Research reports
- ▶ Final Press Release
- ▶ DVD (advertisements, b-roll or other footage)
- ▶ Color charts
- ▶ Handout of key messages or statistics

CREATIVE MATERIALS/BACK DROP AT VENUE

- ▶ Banner(s) , standard 6 x4 with pole pockets/grommets or will deviate from standard specs
- ▶ Podium Card
- ▶ Power Point Presentation
- ▶ Boards
- ▶ Directional Signs
- ▶ Name badges
- ▶ Tent Cards
- ▶ Plaques
- ▶ Trinkets/Lapel Pins (if applicable)

EVENT SITE LOGISTICS

- ▶ Property owner permission (in writing)
- ▶ Stage
- ▶ Lighting
- ▶ Sound/Malt Box



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STEP 1: PRE-EVENT TASKS (continued)

EVENT SITE LOGISTICS (continued)

- ▶ Podium
- ▶ Pipe and Drape
- ▶ Media Table/Chairs
- ▶ Green Room
- ▶ Generator
- ▶ Easel(s)

MISC. DOCUMENTS

- ▶ Cell phone contact list
- ▶ Event schedule (agenda)
- ▶ Listing of onsite materials to be returned to NHTSA warehouse post event

STEP 2: DAY OF-EVENT TASKS

STAGING LOGISTICS

- ▶ On-site point of contact
- ▶ Staging time:
- ▶ Show Ready by:
- ▶ Staging team on-site to break down at:
- ▶ Listing of onsite materials to be returned to NHTSA warehouse post event

PRESS CALLS

- ▶ Local media follow-up by:
- ▶ National media follow-up by:

MEDIA MATERIALS

- ▶ Press sign-in sheet
- ▶ Press Kit transportation to event site

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STEP 2: DAY OF-EVENT TASKS (continued)

MEDIA COORDINATION

- ▶ Individual(s) to staff media table – hand out press kits and get them to sign-in
- ▶ Individual to coordinate any post-event one-on-one interview requests
- ▶ Individual (s) responsible for gathering onsite materials to be returned to NHTSA warehouse post event
- ▶ Coordinate with web team and Communication services for posting details of documents and time for posting, location, etc.

PRINCIPAL ARRIVAL/PARTICIPATION

- ▶ Principal arrival times
- ▶ Principal staffers/assistants contact info

STEP 3: POST-EVENT TASKS

THANK YOU LETTERS

- ▶ List of recipients to be compiled by:
- ▶ Thank you notes to be drafted by:
- ▶ Letters to be mailed by: [DATE]